

**Washington State
Liquor Control Board
Strategic Plan 2005-2007**

Vision, Mission, Values, Goals

Vision

Enhancing the quality of life in the State of Washington by effective enforcement of liquor laws while maximizing revenues through responsible alcohol sales.

Mission

The mission of the Liquor Control Board is to serve the public by preventing the misuse of alcohol and tobacco through controlled distribution, enforcement, and education; and provide excellent customer service by operating efficient, convenient and profitable retail stores.

Values

In conducting WSLCB business, we demonstrate:

Respect for people
Honest and clear communication
Professional conduct
Accountability by honoring our commitments
Involvement and inclusion of stakeholders and employees

Goals

- (1) Maximize revenues to the citizens of Washington.*
- (2) Enhance public safety by enforcing liquor and tobacco laws.*
- (3) Educate the public about the WSLCB mission and contributions to the community.*
- (4) Recruit, develop, retain and value a high-quality, diverse workforce.*
- (5) Modernize existing business systems and improve service delivery.*

Statutory Authority

The agency's primary statutory authority derives from **RCW 66.08.010**. Within this title are **RCW 66.08.012** (Creation of the 3-member Board); **RCW 66.08.030** (Regulations and Scope); and **RCW 66.08.050** (Powers of the Board). Two other statutes provide authority for enforcement and licensing activities: **RCW 66.44.010** (Liquor Enforcement Officers) and **RCW 66.24.010** (Licensing Provisions). More information on these statutes is listed in the appendix of this report.

History

The Washington State Legislature formed the Washington State Liquor Control Board (WSLCB) in 1933 by passing the Steele Act. This closely followed ratification of the 21st Amendment to the U.S. Constitution, which ended 12 years of Prohibition. The 21st Amendment gave the states authority to regulate all aspects of the importation, sale, distribution and manufacture of alcohol within their borders.

The WSLCB is one of 19 control states and jurisdictions that represent 28 percent of the U.S. population. The control states differ widely in the way they regulate alcohol. Some states control both the retail and wholesale distribution of alcohol through state-run and contract stores, as does Washington. Others operate wholesale businesses only. These control systems in large part serve the dual mission of ensuring maximum revenue and protecting the public.

The WSLCB is composed of three members appointed to staggered six-year terms by the Governor and confirmed by the Washington State Senate. Board members serve 60 percent time. An Administrative Director who reports to the Board oversees all aspects of the agency's daily operations. The Board holds regular public meetings to approve policy and operating decisions recommended by the agency's staff and to listen to the views of concerned stakeholders.

There are 1,100 full- and part-time employees. More than 70 percent of these serve in the retail stores. There are 161 state and 154 contract liquor stores. Three new stores have been opened this fiscal year and two more will be opened by June 2005.

Historical Highlights

- *Rationing implemented in 1942 during World War II.*
- *Initiative 171 passed in 1948 legalizing liquor by the drink.*
- *Board authorized first self-service liquor store in 1961.*
- *Women permitted to sit at bars in cocktail lounges in 1968.*
- *Beer keg registration program implemented in 1989.*
- *Tobacco enforcement added to agency's duties in 1993.*
- *Credit/debit cards accepted in liquor stores in 1997.*
- *Alcohol server training oversight added to agency's duties.*
- *Administrative director position created in 2000 to oversee daily operations.*
- *First Alcohol Impact area begun in 2002 in Tacoma.*
- *Five new stores – the first in 23 years – approved by Legislature in 2003.*